

PORTRAIT OF AN AMERICAN CITY
ED HINSHAW

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MILWAUKEE, WISCONSIN
(INSERTS IN TAPE LIBRARY)

NARR: SOME CALL MILWAUKEE, WISCONSIN, "THE BEER CAPITOL OF THE WORLD." BUT, SOME IN MILWAUKEE'S BEER INDUSTRY SEE IT DIFFERENTLY. LISTEN TO THIS COMMERCIAL MADE BY ONE OF THE CITY'S THREE LARGE BREWERIES.

TAPE: CUT ONE

"MILWAUKEE WAKES UP IN THE MORNING AND GOES TO WORK. IN MILWAUKEE, WORKING IS A WAY OF LIVING. PEOPLE MAKE WORK WORK FOR THEM AND THEY GET SOMETHING SPECIAL BACK - THE KIND OF THING THEY DON'T HAND OUT FRIDAY IN YOUR PAY ENVELOPE. SOMETHING CALLED PRIDE. MILWAUKEE GIVES THE WORLD WORK GLOVES AND WHEELBARROWS, OUTBOARDS AND MOTORCYCLES, NUTS AND BOLTS. AND BEER. NOTHING FANCY, JUST THE BEST. MILWAUKEE PEOPLE HAVE MADE MILLER HIGH LIFE THE FASTEST GROWING PREMIUM BEER IN THE WORLD AND WE'RE PROUD OF THAT. SO, WHEN MILLER TIME ROLLS AROUND TONIGHT, WE RAISE A GLASS TO YOU, MILWAUKEE. YOU'VE EARNED IT."

NARR: MILWAUKEE MAY BE "THE BEER CAPITOL OF THE WORLD." BUT, IT ALSO MAY BE THE "TOOL SHOP FOR THE WORLD" OR THE "OUTBOARD ENGINE SHOP FOR THE WORLD" OR "EUROPE IN MID-AMERICA" OR THE "LARGEST SMALL TOWN IN THE UNITED STATES." TO SOME DEGREE, EACH OF THOSE DESCRIPTIONS FITS MILWAUKEE.

MILWAUKEE IS LOCATED ON THE WESTERN SHORE OF LAKE MICHIGAN, ABOUT NINETY MILES (ABOUT 150 KILOMETERS) NORTH OF CHICAGO, ILLINOIS, IN THE UPPER MIDWESTERN UNITED STATES. THE CITY ITSELF HAS A POPULATION OF NEARLY SEVEN-HUNDRED-THOUSAND. SUBURBAN MUNICIPALITIES AND COMMUNITIES BRING THE METROPOLITAN POPULATION TO SOMEWHAT MORE THAN A MILLION AND A HALF.

NARR: LIKE ALL AMERICAN CITIES, MILWAUKEE IS CHANGING. BUT, AS
(CONT) ROBERT WELLS EXPLAINS, IT IS CHANGING MORE SLOWLY AND
MORE HAPPILY THAN MOST. WELLS IS THE AUTHOR OF A HUMOROUS
HISTORY OF THE CITY, TITLED, "THIS IS MILWAUKEE", AND IS
BOOK EDITOR FOR THE LARGEST MILWAUKEE NEWSPAPER, THE
MILWAUKEE JOURNAL.

TAPE: CUT TWO -- WELLS

"MILWAUKEE IS A MIDDLE SIZED CITY WITH A FEW THINGS THAT
MAKE IT DISTINCTIVE, I THINK. ONE OF THEM IS THAT,
UNLIKE SOME OF THE BIG CITIES, WE STILL USE OUR DOWNTOWN
AT NIGHT. I DON'T THINK THE CHANCES OF GETTING
MUGGED HERE ARE AS GOOD AS THEY ARE IN SOME OF THE
BIGGER PLACES, OR EVEN IN SOME OF THE OTHER CITIES
OUR SIZE. IT'S A CITY THAT BRAGS, AND I THINK JUSTIFIABLY
SO, THAT IT HAS A REASONABLY HONEST POLICE FORCE AND
REASONABLY HONEST POLITICIANS, WHICH, THERE AGAIN, MAKES
IT STAND OUT FROM SOME OF THE OTHER CITIES. BY COMPARISON
TO FIFTEEN, TWENTY YEARS AGO, IT HAS A LOT MORE TO
OFFER CULTURALLY. I CAME HERE IN 1946 AND AT THAT TIME
MILWAUKEE WAS SAID TO BE THE BIGGEST CITY IN THE WORLD
WITHOUT ITS OWN SYMPHONY ORCHESTRA. NOW, WE'VE GOT ONE
THAT RANKS UP THERE AMONG THE TOP FIFTEEN OR TWENTY, AT
LEAST. IT'S A CITY THAT KEEPS ITS STREETS CLEAN AND
PEOPLE KEEP THEIR LAWNS MOWED. IN FACT, IF YOU DON'T
MOW YOUR LAWN, THE NEIGHBORS COME OVER A COMPLAIN ABOUT
IT FREQUENTLY. IT'S PROBABLY NOT THE WORLD'S MOST
EXCITING CITY, BUT IT'S A PLEASANT PLACE TO LIVE AND A
KIND OF A FAMILY TOWN WHERE A LOT OF THE AMUSEMENTS ARE
FAMILY AMUSEMENTS. THINGS LIKE BOWLING ARE BIG HERE,
BASEBALL, FOOTBALL. PICNICS IN THE PARK ARE A MAJOR SPORT
AND MILWAUKEE HAS SOME VERY FINE PARKS, AN UNUSUALLY GOOD
PARK SYSTEM."

JARR: MILWAUKEE IS A COMMUNITY WITH THE "WORK ETHIC." THE
LABOR FORCE IS HIGHLY SKILLED. THE SKILLS PARTLY ARE A
RESULT OF THE TRADITIONS OF THE EUROPEAN ETHNIC COMMUNITIES
WHICH SETTLED IN MILWAUKEE DURING THE LAST HUNDRED YEARS
AND PARTLY A PRODUCT OF THE CITY'S LONG-STANDING COMMITMENT
TO TECHNICAL EDUCATION. MILWAUKEE'S TECHNICAL SCHOOL
TEACHES THOSE WHO HAVE FINISHED AN AMERICAN HIGH SCHOOL

NARR: (CONT) EDUCATION THE COMPLEX SKILLS TO FASHION HEAVY EQUIPMENT,
SMALL ENGINES, NUTS AND BOLTS, ELECTRICAL CONTROLS,
AUTOMOTIVE BODY FRAMES AND THE OTHER HARD PRODUCTS FOR
WHICH THE CITY IS KNOWN IN THE UNITED STATES AND ABROAD.

MILWAUKEE WAS SETTLED FIRST BY EUROPEANS, PRINCIPALLY
GERMANS AND POLES. ACCORDING TO FREDERICK KESSLER,
FORMERLY A MEMBER OF THE WISCONSIN LEGISLATURE AND NOW A
TRIAL JUDGE, THAT ETHNIC HERITAGE HAS AFFECTED THE COURSE
OF THE CITY. KESSLER IS AN EXPERT ON THE CITY'S HISTORY
AND ITS POPULATION TRENDS.

TAPE: CUT THREE -- KESSLER

"BASICALLY, THE PEOPLE OF MILWAUKEE ARE VERY CONSERVATIVE.
WE HAVE A HIGHER PERCENTAGE OF HOME OWNERSHIP THAN MANY
COMMUNITIES OF SIMILAR SIZE. THE IMMIGRANTS HAD
CERTAIN VALUES. OWNERSHIP OF A HOME WAS ONE OF THE GOALS
THAT THEY HAD. IT'S BASICALLY A VERY RELIGIOUS COMMUNITY.
THERE ARE MANY, MANY CHURCHES. EVEN THE OLD SOCIALISM
THAT WAS ESPOUSED IN THE DECADES BETWEEN 1910 AND 1952
WAS BASICALLY VERY CONSERVATIVE IN ITS ECONOMIC AND
RELIGIOUS OUTLOOKS. BUT, THAT REFLECTED ITSELF ALSO
IN THE SENSE OF THE DEGREE OF SOCIAL CONCERN. THE
COMMUNITY PROVIDES A GREAT DEAL OF SERVICES AND GOVERNMENT
PLAYS A LARGER ROLE THAN IN MOST CITIES AND I THINK THERE'S
A CONCERN TO MAINTAIN THE QUALITY OF GOVERNMENT AND
THE QUALITY OF SERVICES."

NARR: ANOTHER STUDENT OF THE INFLUENCE OF EUROPEAN TRADITIONS ON
MILWAUKEE IS FRANK ZEIDLER. HE IS A FORMER MAYOR OF
THE CITY, LEAVING OFFICE IN 1960. ZEIDLER WAS THE LAST
POLITICAL SOCIALIST TO SERVE AS MAYOR OF A LARGE AMERICAN
CITY AND WAS THE SOCIALIST PARTY CANDIDATE FOR PRESIDENT
OF THE UNITED STATES IN 1976. HE STILL HOLDS OFFICE
AS CHAIRMAN OF THE SOCIALIST PARTY, A PARTY WHOSE POWER
IS MORE OF CONSCIENCE, THAN OF VOTES.

TAPE: CUT FOUR -- ZEIDLER

"THE SOCIALIST TRADITION HERE WAS BASED ON A GERMANIC AND POLISH POPULATION THAT TENDED TO MAINTAIN THE TRADITION THAT THEY HAD RECEIVED FROM THE OLD COUNTRY, PARTICULARLY THE GERMAN SOCIALISTS WHO WERE PART OF THE LASALLIAN MOVEMENT OF THE SOCIAL DEMOCRATIC PARTY OF GERMANY, MAINTAINED THE TRADITION HERE. IT DID ACQUIRE AMERICAN TRAITS AND AMERICAN CONCEPTS. IT WAS INFLUENCED BY THE POPULIST MOVEMENT IN THE UNITED STATES AND LATER ON, IT WAS PROFOUNDLY INFLUENCED BY THE AMERICAN LABOR MOVEMENT."

NARR: AS MILWAUKEE'S POPULATION GREW, THE CITY BECAME AN INDUSTRIAL CENTER. IT IS KNOWN FOR ITS BEER, BUT ACTUALLY IS MUCH MORE DEPENDENT ON STEEL AND HEAVY INDUSTRIAL TOOLS AS THE BASIS OF ITS ECONOMY. AS ZEIDLER EXPLAINS, THERE WERE REASONS FOR THE DEVELOPMENT OF EACH OF THOSE INDUSTRIES.

TAPE: CUT FIVE -- ZEIDLER

"THE BEER PRODUCING TOWN WAS A RESULT OF THE GERMANIC INFLUENCE AND OF THE CLIMATE. ALSO, IT WAS DUE TO THE FACT THAT THE GRAIN SUPPLIES FOR THE BEER WERE NEAR. THE HEAVY INDUSTRY TOWN WAS BASED ON GERMAN AND ENGLISH AND, TO SOME EXTENT, SCANDANAVIAN TECHNICIANS WHO, AT THE TIME OF THE ORIGINAL MIGRATION, LANDED IN WISCONSIN OR NEAR WISCONSIN. ENTERPRISING YANKEES WERE ABLE TO ORGANIZE THESE PEOPLE INTO HEAVY INDUSTRY. THE HEAVY INDUSTRY WAS ALSO BASED ON THE DISCOVERY OF IRON ORE NORTHWEST OF MILWAUKEE WHICH WAS HAULED INTO MILWAUKEE WHERE IT COULD BE TREATED AND THAT IS THE FOUNDATION OF MILWAUKEE'S METAL INDUSTRIES. THE TRADITION OF METALWORK, THEREFORE, HAS PERSISTED. IN ADDITION TO THIS, THE EUROPEANS WERE CAPABLE OF A VERY HIGH DEGREE IN VARIOUS KINDS OF THE WORK OF ARTISANS AND, TO THE EXTENT THAT MILWAUKEE'S INDUSTRIES HAVE REMAINED HERE, IT'S BEEN BASED ON THIS INNATE CAPACITY OF ITS PEOPLE."

NARR: PEOPLE WHO MOVE TO MILWAUKEE FROM OTHER PARTS OF THE UNITED STATES FREQUENTLY REPORT THAT WHAT THEY EXPECTED WAS NOT WHAT THEY FOUND ON ARRIVAL. WAYNE GODSEY WAS RAISED IN THE SOUTHEASTERN UNITED STATES, THEN LIVED

NARR: FOR SEVERAL YEARS IN NEW YORK CITY. HE IS UNMARRIED,
(CONT) JUST OVER THIRTY YEARS OLD AND SAYS HE ENJOYS PARTIES.
HE MOVED TO MILWAUKEE JUST OVER A YEAR AGO.

TAPE: CUT SIX -- GODSEY

"I SUPPOSE I EXPECTED A SMALLER VERSION OF NEW YORK.
BUT, INSTEAD, WHAT I FOUND WAS A SMALL TOWN THAT GREW
AND GREW AND GREW AND NEVER QUITE BECAME A CITY, NOT AT
LEAST A CITY IN MY TERMS."

NARR: MILWAUKEE HAS AN INTERNATIONAL AIRPORT, ALTHOUGH THERE ARE
FEW INTERNATIONAL FLIGHTS AS YET. THE CITY IS CONNECTED
WITH THE WATER PORTS OF THE WORLD THROUGH THE ST. LAWRENCE
SEAWAY AND THE GREAT LAKES. BECAUSE ITS ECONOMY IS BASED
ON THE CONSTRUCTION OF HEAVY TOOLS AND EQUIPMENT ORDERED,
IN SOME CASES, YEARS IN A ADVANCE OF DELIVERY,
MILWAUKEE IS LARGELY INSULATED FROM THE UPS AND DOWNS
OF THE DOMESTIC AND INTERNATIONAL ECONOMIC SYSTEMS.
UNEMPLOYMENT IS AMONG THE LOWEST FOR AMERICAN CITIES,
ESPECIALLY AMONG THE NORTHERN - OR SNOW-BELT - CITIES.
YET, LIKE VIRTUALLY ALL AMERICAN CITIES, THERE IS
SIGNIFICANTLY HIGH UNEMPLOYMENT AMONG LESS-TRAINED YOUNG
PEOPLE IN RACIAL MINORITY GROUPS.

FORMER MAYOR ZEIDLER

0 BELIEVES THAT'S A SYMPTOM OF CIVIC EROSION.

TAPE: CUT SEVEN -- ZEIDLER

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✓ "MILWAUKEE IS A CITY THAT I THINK IS DECLINING RATHER
RAPIDLY. THERE ARE SEVERAL FORCES THAT ARE CAUSING IT
TO DECLINE. FIRST, ITS ECONOMIC BASE IS SHRINKING BECAUSE
OF THE MOBILITY OF INDUSTRY AND, SECONDLY, THE POPULATION
COMPOSITION IS CHANGING RATHER DRASTICALLY. THE LARGE
INFLUX OF SOUTHERN AMERICANS, PARTICULARLY BLACK AMERICANS,
AND OF LATIN AMERICANS IS SHARPLY CHANGING THE
CHARACTERISTICS OF THE CITY. THE EARLY IMMIGRANTS AND,
INDEED, MANY OF THE SOCIALIST FAMILIES NOW LIVE IN THE
SUBURBS OR HAVE MOVED ENTIRELY AWAY FROM MILWAUKEE."

NARR:  MANY OTHERS WOULD DISAGREE WITH ZEIDLER'S VIEW. IN FACT,

MILWAUKEE'S BUSINESS AND SOCIAL LEADERSHIP HAVE STEPPED UP THEIR EFFORTS TO TRAIN AND EMPLOY YOUNG MINORITY GROUP PEOPLE. AND, AS IN MANY AMERICAN CITIES, THERE IS EVIDENCE THAT WELL-TO-DO SUBURBANITES ARE MOVING BACK INTO THE CENTRAL CITY.

LIFE CAN BE VERY PLEASANT IN MILWAUKEE, EVEN FOR THOSE IN THE LOWER SOCIO-ECONOMIC GROUPS. THE CITY IS WELL-KNOWN FOR ITS PUBLIC PARKS AND MUSEUMS, STARTED, IN THE MAIN, DURING THE SOCIALIST PERIOD IN THE EARLY PART OF THE CENTURY. SOME CALL THE MILWAUKEE COUNTY ZOO THE FINEST IN THE NATION. THE CITY'S ART GALLERIES, SYMPHONY ORCHESTRA, REPERTORY THEATRE, BALLET AND OPERA HAVE WIDE FOLLOWINGS AND CONSISTENTLY DRAW LARGE AUDIENCES.

DESPITE THE COMMUNITY'S DEDICATION TO THE VISUAL AND PERFORMING ARTS, CULTURAL AND SOCIAL LIFE CENTERS ON ETHNIC TRADITIONS AND NEIGHBORHOODS. WAYND GODSEY, THE RELATIVELY NEW RESIDENT, HAS SPOTTED IT.

TAPE: CUT EIGHT -- GODSEY

"MILWAUKEE IS A VERY NEIGHBORHOOD ORIENTED TOWN. THERE'S A GREAT DEAL OF PRIDE IN THESE NEIGHBORHOODS AND, BEYOND PRIDE A GREAT DEAL OF ACTIVITY IN THE NEIGHBORHOODS. THERE'S AN ITALIAN FESTIVAL. THERE ARE POLISH HOLIDAYS. THERE ARE STREET FESTIVALS ON THE EAST SIDE OF TOWN, THINGS THAT KEEP POPPING UP ALL SUMMER LONG. THE WINTERS IN MILWAUKEE, THE WINTER'S THAT I'D FEARED, TURN OUT, TO ME AT LEAST, TURN OUT TO BE THE MOST FUN BECAUSE INSTEAD OF SITTING HOME AND GETTING CABIN FEVER, I FIND OUT THAT THE ENTIRE TOWN TURNS INTO A PARTY, A PARTY AROUND BASKETBALL GAMES, AROUND FOOTBALL GAMES, AROUND ANY EXCUSE AT ALL, AND PEOPLE DO GET TOGETHER."

NARR: THAT'S THE VIEW OF GODSEY, A YOUNG PROFESSIONAL. THEN THERE IS DOLLY BELKNAPP, A LIFE-LONG RESIDENT OF THE MILWAUKEE AREA. SHE IS A SECRETARY AND SEES HER HOME TOWN THIS WAY.

TAPE: CUT NINE -- BELKNAPP

"WHAT I DO LIKE ARE THE MANY DIFFERENT CULTURES LIVING IN THIS CITY ... ALSO THE VERY FINE EDUCATIONAL INSTITUTIONS AVAILABLE TO ITS RESIDENTS ... THE "GEMUETLICHKEIT" OF THE PEOPLE ... THE VARIED RECREATIONAL AND CULTURAL ACTIVITIES AT OUR DISPOSAL...AND I BELIEVE BEING SITUATED ON THE SHORE OF LAKE MICHIGAN IS OVERLOOKED AND TAKEN FOR GRANTED BY MANY OF MILWAUKEE'S RESIDENTS. I GUESS PROBABLY WHAT I DON'T LIKE ARE THE SEVERE WINTERS."

NARR: MANY OF THE PEOPLE OF MILWAUKEE LOOK FOR DIVERSIONS DURING THE WINTER AND TURN THEIR ATTENTION TO ATHLETICS, BOTH PROFESSIONAL AND AMATEUR. THE BASKETBALL TEAM OF MARQUETTE UNIVERSITY WON THE NATIONAL COLLEGIATE TITLE A COUPLE OF YEARS AGO, A VICTORY WHICH TURNED INTO A MASSIVE CIVIC CELEBRATION. THERE IS PROFESSIONAL BASKETBALL, THE MILWAUKEE BUCKS; PROFESSIONAL BASEBALL, THE MILWAUKEE BREWERS; AND WHAT AMOUNTS TO A HALF SHARE OF A PROFESSIONAL FOOTBALL TEAM, THE GREEN BAY PACKERS, WHO PLAY HALF THEIR HOME GAMES IN MILWAUKEE. THE FOOTBALL TEAM'S REAL HOME IS IN GREEN BAY, WISCONSIN, IN THE NORTHEASTERN PART OF THE STATE.

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LIONEL ALDRIDGE USED TO PLAY FOOTBALL FOR THE PACKERS AND NOW WORKS AS A RADIO AND TELEVISION SPORTSCASTER. HE AGREES THAT ATHLETICS ARE VERY MUCH A PART OF THE LIFE OF MILWAUKEE'S PEOPLE, PERHAPS TOO MUCH.

TAPE: CUT TEN ALDRIDGE "

"I THINK MILWAUKEE IS A REALLY GOOD TOWN REGARDING PROFESSIONAL ATHLETICS IN PARTICULAR, BECAUSE THE PEOPLE HERE SEEM TO WANT TO GET VERY CLOSE TO THE ACTION, AS CLOSE TO THE ACTION AS THEY POSSIBLY CAN. MUCH OF THE JOB IS BEING DONE BY SOME OF THE BROADCASTERS, TEACHING THEM THE GAME, IN A SENSE. BUT, MILWAUKEE IS LIKE A LOT OF TOWNS IN THAT IT IS VISITED, CURRENTLY AND IT HAS BEEN IN THE PAST, BY EXTREME GREATNESS IN ATHLETICS - PEOPLE LIKE KAREEM ABDUL JABBAR. AND, BECAUSE, WE'RE SO CLOSE, BECAUSE WE GET SO CLOSE, WE SOMETIMES DON'T REALLY APPRECIATE THE GREATNESS OF SOME OF THESE ATHLETES - LIKE LARRY HISLE OF THE BREWERS. TO APPRECIATE WHAT AT HE REALLY IS AS AN ATHLETE AND AS A HUMAN BEING, WE GET SO CLOSE THAT WE SOMETIMES LOSE SOME OF THAT (ABILITY TO KEEP THINGS IN PERSPECTIVE)."

NARR: A TYPICAL CASUAL CONVERSATION ABOUT MILWAUKEE IN MILWAUKEE WOULD TAKE PLACE IN ONE OF THE NEARLY TWO-THOUSAND NEIGHBORHOOD TAVERNS. THE CONVERSANTS WOULD BE SIPPING A BEER AND DISCUSSING NEIGHBORHOOD NEWS AND PROBLEMS.

IT'S PART OF MILWAUKEE'S ETHNIC TRADITION, AS EXPLAINED BY ROBERT WELLS.

TAPE: CUT ELEVEN -- WELLS

"THE GERMANS AND SOME OF THE OTHER EUROPEAN IMMIGRANTS... SOME OF THEM BROUGHT MONEY, WHICH WAS VERY USEFUL AND A LOT OF THEM BROUGHT SKILLS, INCLUDING THIS ABILITY TO MAKE PRETTY GOOD BEER, WHICH IS THE THING EVERYBODY THINKS ABOUT WHEN YOU MENTION MILWAUKEE. ACTUALLY, BEER IS...I THINK ONLY ONE YEAR IN MILWAUKEE'S HISTORY HAS BEER BEEN THE LEADING INDUSTRY - THAT WAS ABOUT 1890. IT NOW RANKS SOMETHING LIKE 12TH, I THINK. BUT, WE DO HAVE THREE OF THE FOUR LARGEST BREWERIES IN THE COUNTRY AND WE STILL MAKE A LOT OF BEER AND DO OUR SHARE IN DRINKING A LOT OF BEER."

NARR: THE PEOPLE OF MILWAUKEE USE A GERMAN WORD TO DESCRIBE THE CHARACTER AND FEEL OF THE CITY - GEMEUTLICHKEIT. DOLLY BELKNAPP USED THAT WORD. HERE IS HER TRANSLATION.

TAPE: CUT TWELVE BELKNAPP

"FRIENDLINESS, GOOD WILL, CHEER!"

NARR: IT IS DIFFICULT TO FIND A MILWAUKEE RESIDENT WHO WOULD
DISAGREE.

ANNCR: THIS HAS BEEN THE STORY OF MILWAUKEE, WISCONSIN, ANOTHER
IN THE VOA SERIES TITLED "PORTRAIT OF AN AMERICAN CITY".
YOUR NARRATOR WAS _____.

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